

Nov. 12

Strategic Planning Ideas to be tested for implementation within the next 12-18 months

PURPOSE: To **GROW Enrollment through Two Mechanisms: Retention and Recruitment**

Organizational Culture: Build a Community that works together

Quarterly Communications to faculty and Staff about what's happening at the college

Develop a new staff orientation program to quickly integrate people into the community

Provide training for all faculty & Staff –
Customer service
How to be an effective recruiter
Improve the Campus Visit Experience

Develop a positive alert system that recognizes faculty/staff/ student

Vibrant Student Life

Develop and Launch a Freshman Year Experience Program that would involve academic and co-curricular experiences (include developing programs focusing on academic preparation, personal responsibility, etc. and would redesign orientation)

Develop a New Student Life Leadership model to allow students plan, lead and carryout student life activities and events (including weekend events and “big events”)

Integrate commuter students into the campus culture by assigning them to small groups (residential college concept) which would also create spaces for commuters to “hang out” on campus

Develop an Honor's program to attract new academically talented students

Marketing & Branding

Employ media that actually reaches students (social media)

Host community &/or small events that bring HS students on campus

Provide High Quality Campus visits

Showcase high profile programs curricular & co-curricular programs

Create a faculty & staff recruitment team